





TRANSFORMING LIFE AFTER 50 INSTITUTE

November 27-29, 2007 Pasadena, CA







"Transforming Life After 50"

Who?

Boomers?

Libraries?

Yes





The Intersection:

What we know about Boomers

What you know about Libraries





The Broader Goal:

Making <u>your</u> library more relevant in <u>your</u> community





Our Challenge:

Understand and appreciate differences while looking for commonalities



What we know so far about Boomers:





It isn't "them" we're talking about; it's US





They see themselves in early middle age, and won't ever be "seniors"









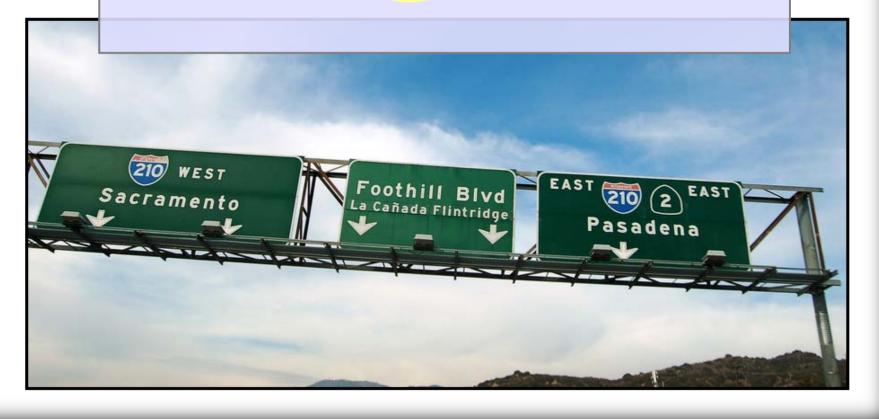
They have a myriad of life styles – so no "one size fits all programs"







All demos are local; develop programs for your Boomer Consumer



Boomer Project





Financial

Physical

Mental

Social

Spiritual







More Learning

- Libraries can play an important role in encouraging "health."
 - Rights come with responsibility
- Libraries are the best "Brain Health Centers" on the planet.
 - Despite diversity, everyone has a brain and wants to keep it healthy
- "Engagement" is key.





More Learning

- Words we use make this more difficult.
- We don't have to reinvent libraries, just repackage our offerings to be more relevant.
- Boomers as volunteers will bring new opportunities and new challenges.
- Naps are required.
- It's time for Cul de Sacs to come to a Dead End.
- Older Boomers need Latino immigrants.



What we learned from others:





Lessons Learned in California and Elsewhere

- Talk to <u>your</u> Boomers to develop <u>your</u> programs.
- Get partners to help with visibility, access.
- Avoid "seniors" and the "R" word.
- "Boomer" isn't an affinity group.
- Tie in with <u>local</u> volunteer matching organizations, not national.
- Develop programs with an audience in mind, but underneath a broader umbrella.



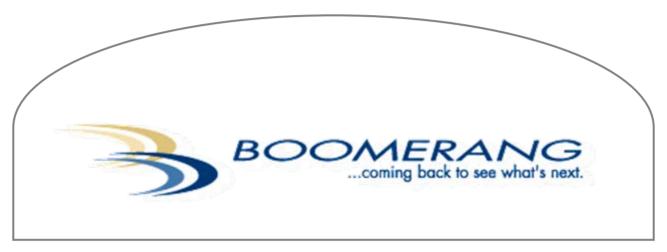


An "A-ha" Moment?

The audience isn't the umbrella

Project





Programs on Health

Programs on Money

Programs on Careers

Programs on Volunteering











Programs on Health

Programs on Money

Programs on Careers

Programs on Volunteering





Theme

Programs on Health

Programs on Money

Programs on Careers

Programs on Volunteering

Kids

Adults with Kids

Empty Nester

Grandparents

Singles

Hispanics

Blue Collar

Gamers









What This Means:

Goal: Becoming more relevant to

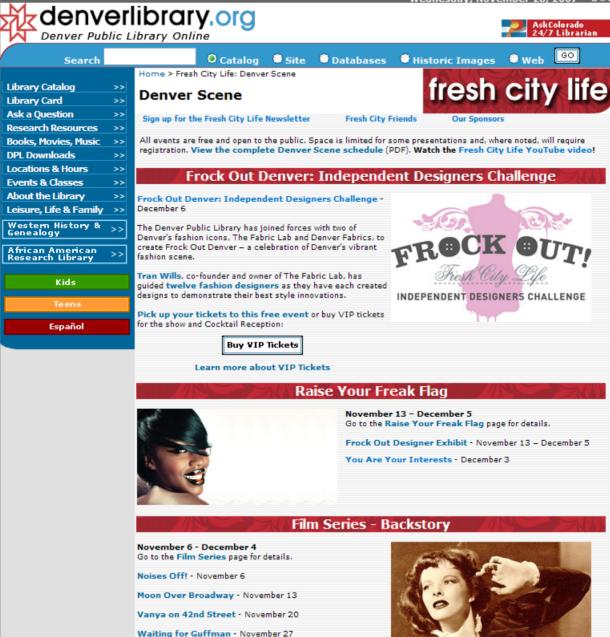
your community

Strategy: Deve

Develop an umbrella position under which specific programs for specific audiences can be

implemented.





Scene Stealers - Cooking Demos



November 10 - December 8

Go to the Cooking page for details.

Croquembouche - A Creampuff Sculpture - November 10

Italian Timpani - November 17

The French Garde Manger – Blue Cheese and Grapes in Pistachios - November 24

Chocolate Truffles - December 8

Making a Scene

November 5 - December 8

Go to the Making a Scene page for details.

Preserving the Memory of Anne - November 5 - Registration Required

Pride and Prejudice: Putting it Together - November 11 Registration Required

Molly Brown - Stage Whispers - November 10

A Grateful Heart with Janice Hoffman - November 19

Unconventional Women of the West - December 8



Make it, Give it



November 5 - December 5

Go to the Make it, Give it page for details.

Knit One, Purl Too – Beginning Knitting - November 5, 19 and 26 - This class is full, registration is closed.

Holiday Felting Workshop – Intermediate Knitting -November 6, 13, 20 and 27 - Registration Required

Pop Up Cards - November 7 or 18 -This class is full, registration is closed.

Fused Glass Workshop - November 8 - This class is full, registration is closed.

Needle Felting - November 14 or 15 - This class is full, registration is closed.

Cathedral Window Handmade Books - December 2 or 5 - This class is full, registration is closed.

Luxury Facts

November 6 - 24

Go to the Luxury Facts page for details.

Winter Teas for Mughuggers - November 6







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Gifts from the Kitchen with Susan Evans - November 14 or 24

Gifts from the Garden - November 17



Author, Author



November 5 - 8
Go to the Author, Author page for details.

Focus on the Fabulous - November 5

Maiden Tribute: The Life of W. T. Stead - November 7

Capt. Jepp and the Little Black Book - November 8

Wintersong

December 1 - 9

Go to the Wintersong page for details.

Celebrate the Season – Denver Gay Men's Chorus -

Baby, It's Cold Outside – Winter Duets with Marta Burton - December 9



Hand Gestures



November 5 - December 9
Go to the Hand Gestures page for details.

What Does Your Handwriting Say About You? -November 5

Creating a Scene – Mixed Media Journaling December 2 and/or December 9 - This class is full, registration

Ghost Hunting and Denver's Local Haunts

is closed.

Ghost Hunting and Denver's Local Haunts Monday, October 29, 6 - 7:30 p.m. Central Library, Level B2 Conference Center

Learn about some of Denver's most haunted spots. Bryan Bonner and Matthew Baxter, of The Rocky Mountain Paranormal Research Society, are seasoned ghost hunters and they'll discuss the study of paranormal events using







Film At Central Cinema Club



October 24 - December 12

Go to the Cinema Club page for details and a complete listing of films.

The Blair Witch Project - October 24

The Witches of Eastwick - October 31

Planes, Trains and Automobiles - November 7

Home for the Holidays - November 14

Pieces of April - November 28

Hanging Up - December 5

Raiders of the Lost Ark - December 12

Tikkun Olam: Repairing the World

Tikkun Olam: Repairing the World Exhibition

September 7 - December 3

Central Library, Schlessman Hall

Presented by artist Christy Honigman and created in collaboration with the Mizel Museum.

Representing 54 participants from 27 different countries, the Tikkun Olam project illustrates the fundamental truth of our time; the interconnectedness and mutual interdependence of people, regardless of race, ethnicity and experience. The project's participants, many of whom are survivors of torture and exile, showcase their ideas of Tikkun Olam through their unique works of art.

The Tikkun Olam: Repairing the World exhibition serves as the third component of the Mizel Museum's flagship education program, Bridges of Understanding. For further information, contact Christy at 303-522-1402.

The Tikkun Olam Exhibition has been made possible by SCFD, Excel Energy, Rose Foundation, Allied Jewish Federation, Key Bank and Great Plains Moving and Storage.



Fresh City Life Internship Program

This fall, the highly celebrated arts, cultural and adult education department at the Denver Public Library, Fresh City Life, will launch a new internship program. Learn more about it on our Internship page.

Keep exciting and inspiring adult cultural programming alive at the Denver Public Library!

Join Fresh City Friends to support the 2007-2008 Fresh City Life classes and events.

In appreciation for your gift, you'll receive:

- Special recognition in the Fresh City Life brochures
- Invitations to VIP events
- Acknowledgment in the Annual Report

Fabulous Fresh City Friends \$1,000+









...at any age





Program Ideas

...at any age

- Livin' Large at any age
- Being Green at any age
- Brain Health at any age
- Giving Back at any age
- Learning at any age
- Financial Planning at any age
- Getting Spiritual at any age





Program Ideas

...at any age

- What's Your Game Plan for Life?
- Hello Future: Planning Your Next Chapter
- Mastering Being a Caregiver
- Encore Careers
- Dating at Any Age
- New Grandparents Rules & Regulations
- Volunteer Speed Matching





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your community

Strategy:

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